

M O C A L I G H T S 2 0 2 4

f i v e !

250,000
visitors

50,000
views on
social
media

Dear Friends and Sponsors,



MoCA L.I.ghts is back for its 5th year! Long Island's first and only light projection festival is marking half a decade of innovation and wonder; and we're celebrating by kicking things up a notch once again. Featuring exciting new additions, expansions, and more, MoCA L.I.ghts V 2024 invites you to be part of our luminous journey towards our next milestone, glowing brighter than ever before.

A MoCA L.I.ghts inspired poem by Bruce "allone" Pandolfo

*MoCA L.I.ghts... paint the town technicolor
piebald spotlighting Patchogue a disco tiedye
Illuminate your nature Artists - projecting - our issues & triumphs
The mundane becomes miracle museum
The Village turned vibrant vistas
Whenever the community comes together it g l o w s
Art in the open air for all
As life is, has been, and is meant for the wattage of inspiration
Amped up to the brightness of love*

MoCA L.I.ghts has become such an integral part of Patchogue Arts Council's annual programming as well as one of Patchogue Village's signature events. Attracting thousands of people to the Village and featuring the work of 150+ local, national, and international artists over the last four years, this event has become the most widely attended program our organization has ever produced. Events of this nature and size are then uniquely poised to bring valuable foot-traffic to local businesses in the area. According to studies, attendees of arts and culture events such as MoCA L.I.ghts spend \$37.31

per person per event on other activities like dining, parking or public transportation, dessert, and more. Still growing year after year, we expect 2024 to be our biggest and best yet for our organization, the artists, and the Village as a whole.

We are thrilled to announce that MoCA L.I.ghts V 2024 will now join the selective list of prestigious events featured in the International Light Festivals Organisation, a worldwide network of public light festivals, events, and experts with the purpose of sharing expertise, inspiration, and information on an international level – creating a platform for co-production, research, and communication. This opportunity opens doors not only for PAC and MoCA L.I.ghts but its participating artists as well. →





Patchogue Arts Council • Museum of Contemporary Art L. I. & Greater Patchogue Chamber of Commerce present MoCA L.I.ghts.

MoCA L.I.ghts V will transform downtown Patchogue into L.I.'s only immersive, open-air museum with site-specific projected installations on both modern & historic architecture throughout the downtown to be viewed by the public at no cost on foot, by car, or live-streamed. Surrounding businesses will again become a vibrant backdrop to this unique arts experience, rejuvenating and illuminating the Village for spectators of all ages. The work of over 100 local, national, and international artists of varied career

levels – emerging, mid-career, and well-established – will be presented through programs such as: Art on the Marquee (AoM), LIVE Experimentation Labs, ARTchitecture, Night Visions Projected Pop-Up Gallery (NVP), Themescape Activated, Garden of Sculpted deLights, projection inspired performances, and educational opportunities for artists interested in learning how to work in digital processes. In partnership with Cornell Cooperative and the Pat-Med Library, there will also be contemporary art & local history walking tours as well as onsite family friendly educational programs that coincide with a number of the projection projects.

It is imperative that programs like MoCA L.I.ghts continue offering the community inventive opportunities to engage with art for free and draw visitors from near and far to our Main Street.

Additionally, 2024 will see entirely new additions to the festival! To celebrate its 5 year anniversary, MoCA L.I.ghts will present Glow Back, a special exhibition of every projection from past years – creating an opportunity for past artists and attendees to revisit their favorites from the festival since year one. 2024 will also see the launch of Garden of DeLight, a new site-specific projection highlighting the unique elements of the Sculpture Garden's architecture.

Other exciting ventures this year include an additional location of Art on the Marquee in Riverhead at The Suffolk; live performances; expansion of Interactive Projection Art Light Painting; nightly walking tours; and the launch of a MoCA L.I.ghts dedicated website. We are enormously proud to be collaborating again with unwavering partners like Greater Patchogue Chamber of Commerce, the Village of Patchogue, Patchogue BID, Patchogue Theatre for the Performing Arts, Pat-Med Library, and Cornell Cooperative Suffolk County & Marine Department, and more.

Since the switch was flipped five years ago in 2020 during the Covid-19 pandemic, MoCA L.I.ghts has brought light to some of our darkest moments, captivating the eyes, hearts, and minds of hundreds of thousands of people. We sincerely hope that you will consider joining us on this venture as we enliven our Downtown with the arts once again. Together, we can continue a legacy of illuminated limitless innovation in our Village for all to enjoy near and far.



With inspiration and illumination,

Beth Giacommo

PAC • MoCA L.I. Executive Director & Creative Director of MoCA L.I.ghts

David Kennedy

Greater Patchogue Chamber of Commerce Executive Director



**Art on the Marquee®
October 10 - December 31, 2024
(time TBA)**

In collaboration with the historic Patchogue Theatre for the Performing Arts, PAC will utilize the marquee, which is typically used for information and marketing, to exhibit a curated selection of site-specific artist-created videos, gifs, animations, and digitally created still works. Pieces for this program are curated from an international open call. Currently, it is also L.I.'s only digital marquee exhibition.

AOM Satellite | For the first time we will be running Art on the Marquee at an additional location, The Suffolk, in Riverhead NY. Dates and time TBA

**ARTchitecture
October 10 - 14, 2024**

Site-specific projections will illuminate the facades of contemporary and historic architecture, including some of Patchogue's most beloved buildings located throughout the downtown. Past ARTchitecture locations have included the Patchogue-Medford Carnegie Library and Main Street Library facades, Industrial Coverage Building (former Union Savings Bank), Bank of America, United Methodist Church, and of course the home of PAC • MoCA L. I. – Artspace.



**Night Visions Gallery
October 10 - 14, 2024**

An open-air pop-up projected gallery will be placed in various locations throughout the Village of Patchogue, creating a unique art viewing experience for the community. Works included in this program will be curated from an international open call to artists working in all media, traditional and digital.

What's Glowing in the Garden of Delight

October 10 - 14, 2024

PAC's annual sculpture garden will be illuminated with projected colored light, making for an entirely new viewing experience for visitors.

Themescape Animated

October 10 - 14, 2024

Every year, Patchogue Arts Council and the Patchogue-Medford Library collaborate to present a new mural on the southside of the main library building.

Nightly Live Glow Tours

October 10 - 14, 2024

Meet at Carnegie Library under the PAC tent for a live docent led tour of the entire festival. Tours are free and open to the public.



Performances

October 10 - 14, 2024

PAC will be curating new experiences with artists working in other disciplines such as music, dance, movement, and performance. For the first time, artists in these media will present works in tandem with projection installations.

Virtual Labs • Event Educational Opportunities • Historical & Contemporary Art Tours

Archived and new editions added in 2024:

Through a special collaboration with the Patchogue-Medford Library and Cornell Cooperative Extension of Suffolk, PAC will be offering unique educational opportunities and historical / contemporary art tours of locations used for MoCA L.I.ghts. Additionally, Virtual Labs will be offered for any community member—artists & non-artists alike—interested in experimenting with projection & animation as a medium in a series of workshops inspired by MoCA L.I.ghts installations and led by past artists. Virtual Labs are archived and re-released alongside each year's new offerings.



BENEFITS	LASER \$10,000	BRILLIANCE \$5,000	ILLUMINATION \$2,500	RADIANCE \$1,000	SPARKLE \$500	SHINE \$250	GLEAM \$100	FIREFLY \$50
IMMEDIATE RECOGNITION CAMPAIGN On confirmation of a sponsor joining our team they will be highlighted with a *logo/listing and custom link across all ***social media platforms.								
LEAD PROJECTION INCLUSION Inclusion of full color *logo/listing on Patchogue Theatre Marquee (Oct – Dec) & projection site(s) indicated in sponsor levels. *Placement is at PAC's discretion for best possible viewing.	 (ALL SITES)	 (2 SITES)	 (1 SITE)					
SPONSOR RECOGNITION ON EVENT MAP *Logo/listing on event map. 1000+ printed & digitally (90,000+) distributed for events.	 (COVER)	 (INSIDE COVER)	 (INSIDE)	 (INSIDE)	 (INSIDE)	 (INSIDE)	 (INSIDE)	 (INSIDE)
SIGNAGE @ MoCA L.I. GALLERY & CHAMBER Event web pages*** (Lead Placement for Laser/Brilliance)	 (LEAD PLACEMENT)	 (LEAD PLACEMENT)						
EVENT SIGNAGE ADVERTISING Prime placed signage in print at all MoCA L.I.ghts installations, event posters and printed materials.								
SPONSOR RECOGNITION DIGITAL PRESS/MKTG E-blast announcing sponsorship *, included in monthly E-blasts + bi-monthly newsletters, Press Releases and artist announcements.								
SOCIAL MEDIA SHOUT OUTS Weekly sponsor post + 4 Personalized FB\IG post (September - December 2024) ***								
SIGNAGE @ MoCA L.I. GALLERY & GREATER PATCHOGUE CHAMBER OF COMMERCE Event web pages with link on patchoguearts.org & patchogue.com								
IG TV FB LIVE GLOW TOUR & OTHER VIDEOS Sponsor logo, listing, and/or tag added to each release and video.								
PUBLICLY RECOGNIZED During any interview, event speeches or public engagements sponsor will be thanked and named.								
BE OUR GUEST Tickets to MoCA L.I.ghts VIP EVENT - October 2024.	12 (TICKETS)	10 (TICKETS)	8 (TICKETS)	6 (TICKETS)	4 (TICKETS)	2 (TICKETS)	1 (TICKET)	
PRIVATE MOCA L.I.GHTS TOUR / ARTIST MEET AND GREET October 2024.	12 (TICKETS)	10 (TICKETS)	8 (TICKETS)	6 (TICKETS)	4 (TICKETS)	2 (TICKETS)	1 (TICKET)	
LIMITED EDITION PRINTS 11x 14 limited edition print of MoCA L.I.ghts installation site(s) of your choice. Arranged after the event.	2 (PRINTS)	1 (PRINT)						

***Your sponsorship will be recognized on the Patchogue Arts Council & Greater Patchogue Chamber of Commerce Facebook, Instagram & Website



MOCA LONG ISLAND LIGHTS

CHECK SPONSORSHIP(S)

SELECTED:

- LASER | \$10,000
- BRILLIANCE | \$5,000
- ILLUMINATION | \$2,500
- RADIANCE | \$1,000
- SPARKLE | \$500
- SHINE | \$250
- GLEAM | \$100
- FIREFLY | \$50

PLEASE RETURN THIS SLIP WITH YOUR FULL PAYMENT AND LOGO (IF REQUIRED).

CHECKS PAYABLE TO: PATCHOGUE ARTS COUNCIL | 20 TERRY STREET (SUITE 116) | PATCHOGUE, NY 11772

NEW | SCAN THE QR CODE TO THE RIGHT AND COMPLETE DIGITALLY! PLEASE RESPOND BY AUGUST 20, 2024

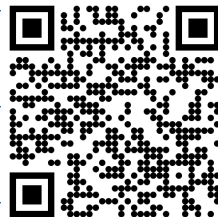
CONTACT NAME

BUSINESS NAME

FULL ADDRESS

EMAIL

PHONE



DONATIONS ACCEPTED ONLINE AT: [PATCHOGUEARTS.ORG](https://www.patchoguearts.org)

EMAIL [INFO@PATCHOGUEARTS.ORG](mailto:info@patchoguearts.org) OR CALL (631) 627-8686 FOR QUESTIONS

